Start Building Press-Gazette Radio Station

WJPG Call Letters Are Assigned to FM Outlet Here

Construction of a transmitter house and temporary studio to make possible operation of Radio Station WJPG, the Press-Gazette's Frequency Modulation (FM) station, was begun on Scray's hill, east of De Pere, this week.

Contractors have broken soil and poured concrete for the foundations of the structure, which when completed, with tower and all radio equipment installed, will send onto the airwaves carefully selected programs with effective radiated power exceeding 14,000 watts.

The exact date when the operation will begin still cannot be computed, but building of the transmitter housing is a physical forward step bringing nearer the actual time of broadcasting.

Behind the transmitter house will be erected a 325-foot Blaw-Knox self-supporting tower, with a base 30-feet square, and supported by the tower will be a 52-foot RCA Pylon antenna, the latest development in FM equipment of its type.

Comes Without Static

Atop the antenna will be two 500-watt flashing beacons, equipped with an automatic switch, controlled by a photo electric cell affected by the degree of light—in dark weather, or at night the lights will be flashed on automatically. One-third and two-thirds the way up the tower there also will be construction lights.

Within the house will be the most modern RCA transmitter equipment, capable of providing WJPG listeners with a pure fidelity of sound unknown in AM, or standard band broadcasting. FM comes to the listener without static ,without interference or noise of any kind.

Questions which come most often to the Press-Gazette are these: When will the new station be on the air? Will it be affiliated with a network? Can I receive it on my home radio?



Building of the transmitter house for FM radio station WJPG is under way on the ledge of Scray's hill southeast of De Pere. This is the first step in the construction of the Press-Gazette's new frequency modulation broadcast station which is expected to be in operation next spring. The picture shows the excavation where the foundation for the walls of the building have already been poured. Some distance to the right a 325 foot self-supporting steel tower will be topped with a 52 foot "pylon" antenna.

Difficult To Compute Time

The station will be on the air as soon as the numerous construction and installation problems can be ironed out. Rapid completion of the transmitter house is anticipated. The tower is expected to be erected about the first of the year. While RCA is unable to state at this time exactly when the final delivery on equipment will be made, complete installation is expected by spring, and under present commitments to the Federal Communications commission, the station is to be on the air by the first week in May.

Negotiations with more than one prominent network are being conducted, and it is anticipated that excellent "net" programs will be available over WJPG. Excellent electrical transcription recordings and up-to-date music are guaranteed, and great emphasis will be given to local programming, including talent, news and sports.

Clear Through Storms

FM programs cannot be received on the present type of standard home radio. The best bet is purchase of a receiver which includes both AM and FM bands. These are coming from the manufacturers in increasing numbers, and a good many already have been sold in Green Bay and vicinity.

In addition to its noiseless quality, which permits perfect listening during an electrical storm, or while nearby appliances are in operation, the FM radio permits a fidelity of tone incapable of being transmitted by standard radio.

It is anticipated that a clear signal from WJPG will be heard 60 miles in any direction from the transmitter site, and the station's beams may carry much farther depending upon the terrain.

FM Broadcast Called Finest Of Radio Art

Construction work on the Press-Gazette's new FM (Frequency Modulation) broadcast station on Scray's hill is proceeding on schedule. The walls of the spacious transmitter house have taken form above the ground and a battery of air-hammers are carving out the footings for the structural steel tower deep into the solid stone ledge six feet below the surface soil.

The process of preparing the four foundations for the 325 foot self supporting tower has taken on the aspect of deep inlays. The cuttings into the rock will widen at the bottom so that when they are filled with reinforced concrete and fastened to the tower any wind loading on the tower could not tip it over without breaking out about six feet of solid rock.

FM Is Here, Denny

Almost daily groups of visitors pass by the site of this new undertaking and show a keen interest in the fact that the pleasure of listening to FM radio in this vicinity will soon be a reality.

One of the chief topics of discussion in Chicago two weeks ago at the largest radio convention in history was the rapid development of Frequency Modulation broadcasting. Charles R. Denny Jr., acting chairman of the Federal Communications commission, was enthusiastic in his appraisal of FM.

"The Commission has expressly authorized me to say," said Mr. Denny, "that it is our opinion that FM is the finest aural broadcast system attainable in the present state of radio art. FM is not coming; it's here. And it is growing fast. Already there are 66 stations in operation and 564 more authorized (counting construction permits and conditional grants). In addition, there are 307 applications pending.

"Our long range plans look forward to the day when every square inch of every state from the Atlantic ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be covered—night and day—with satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific ocean states."

WJPG An Early Grant

The Press-Gazette received one of the earlier construction grants for the new FM station WJPG. In addition to the construction work now going on much of the radio equipment has already been received and placed in storage awaiting installation.

Word has been received from set manufacturers that the shipment of new radios containing both FM and the standard AM bands would be directed to those areas where the prospect of early FM broadcast operations were in the making. Because of the Press-Gazette's effort to provide FM as soon as possible dealers in Green Bay and northeastern Wisconsin ought to be especially favored.



Two of the four excavations for the Press-Gazette's new FM radio tower on Scray's hill may be seen in the top picture. The lower picture shows an air hammer operator as he was photographed in one of pits. After digging through about four feet of earth he has cut into the solid Niagara limestone rock a distance of about three feet, and has still about three feet to cut. The hole in the rock will be flared at the bottom to better hold the steel and concrete anchor plug.

Milwaukee Journal Applies for FM Radio in Green Bay

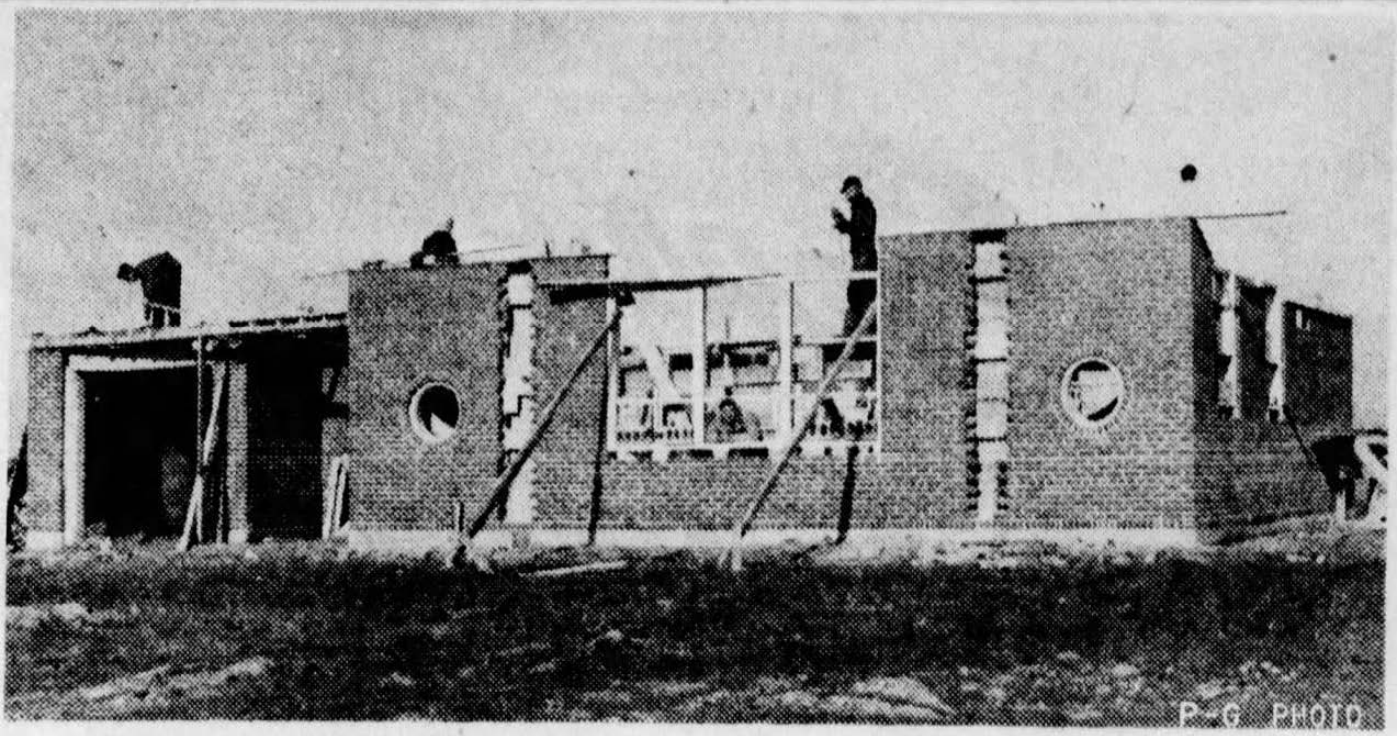
The Milwaukee Journal announced yesterday that it is filing an application with the Federal Communications commission for a new FM radio station in Green Bay. This, the Milwaukee newspaper stated, was a part of its plan for FM coverage of Wisconsin.

The Journal has already been granted two FM construction permits, one for a station in Milwaukee and one in Wausau. With these two stations in operation, the statement added, there would still be no Milwaukee coverage in northeastern Wisconsin. Application to build a Green Bay station is the result.

The proposed Milwaukee Journal station in this city it is said would be operated as a local station. At the same time certain programs of interest to the entire state would be broadcast simultaneously on all the Journal owned stations.

Present rules of the Federal Communications commission permit a single ownership of no more than six FM stations. In anticipation of a great postwar demand for FM construction permits the commission at an early date allocated certain specific channels on the FM band to every city of any size in the United States.

At that time two channels were allocated to Green Bay. The Press-Gazette's new FM station WJPG has been granted one of these channels and the other has been assigned to WHBY, Inc., owner of WTAQ, the St. Norbert college station. The approval of the Milwaukee Journal's application would require the allocation of a third channel to Green Bay.



Construction of the building to house transmitter and temporary studio of the Press-Gazette radio station, WJPG (FM), which will go on the air with an effective radiated power of 14,400 watts some time in 1947, is nearing completion, as the above photo reveals. The front wall of the Scray's hill, township of De Pere, structure is almost finished. Behind the house will stand a 325-foot self-supporting tower, atop of which will be a 54-foot RCA pylon antenna.

Dec 12, 1947

WJPG Takes to Local Airlanes Right on Time

'Eight-Ten Spot' Is Heard Perfectly Throughout This Area

Picture on Page 2

WJPG went on the air at 7:15 this morning right on schedule.

WJPG is the new standard broadcasting service of the Press-Gazette. It can be heard daily from now on from sunrise to sunset at the "Eight-Ten Spot" on the standard radio dial.

Elmo Reed, chief engineer, was out at the transmitter on County Trunk XX at 1 o'clock this morning taking a final check on the equipment to make sure everything was set.

At 7:13 a. m. he switched on the carrier wave power, and promptly at 7:15 the sound wave switch was snapped. Frank Mead's voice was the first one heard on the new 810 spot, with Sunrise Serenade.

Listener CComments Fine

First comments from a wide range of listeners both in Green Bay and throughout northeastern Wisconsin was that the station was coming in loud and clear. The signal was even being heard in Milwaukee.

Joseph Horner Jr., secretary of the Green Bay Newspaper company, owners and operators of the station, went on the air at 12:30 this afternoon with a statement of policy. It read as follows:

"Just four months ago, almost to the day, the Press-Gazette went on the air with its first radio service. WJPG-FM was the first FM radio station in northeastern Wisconsin.

"Those of you who have been fortunate enough to obtain FM receiving sets or tuners know this brief history. We appreciate your listening loyalty. Your comments and letters are significant. You have found something new in radio listening — freedom from static — no interefrence or fading or background noises from other stations. And you have apparently appreciated a radio service devoted wholly to the interests of northeastern Wisconsin.

"Today Is Another First"

"Today is another first. WJPG is on the air as the first high-powered clear channel station in Wisconsin. It is a standard station, yet because of its power and 810 position on the dial, it is the nearest approach to FM in regular broadcasting.

"You will find reception at the Eight-Ten Spot consistently as clear at it has been today. And you will find in the programming a radio service consciously designed for your needs. Music to your liking, news and more news for your information. Plus on-the-spot descriptions of sports contests and special community events. Programs with a purpose behind them, the purpose of buildipg northeastern Wisconsin.

"Stay with us. We are here to serve. We have entered this field of communication to augment the long-established service of your daily newspaper, the Green Bay Press-Gazette. We have a reputation of distinguished public service to uphold, and with your support, we will!"

Sunrise to Sunset

During the month of December WJPG will be on the air from 7:15 a. m until 4:15 p. m. These times of sunrise and sunset are set up on a national scale by the FCC in Washington, and will change each month. WJPG thus joins on the WJPG-FM, the frequency modulation station inaugurated by the Press-Gazette last August. WJPG-FM broadcasts at present from 3 until 11 p. m.

Green Bay Press-Gazette Dec 11, 1947

WJPG

THE RADIO SERVICE OF THE PRESS-GAZETTE

ON T

TUNE IN

Why Listeners Will Set Their Dials on 810

- COMPLETE LOCAL NEWS COVERAGE
- COMPLETE REGIONAL NEWS COVERAGE
- COMPLETE SPORTS COVERAGE
- ASSOCIATED PRESS NEWS
- FARM NEWS
- MARKET REPORTS
- MUSICAL PROGRAMS
- MEMBERS, WISCONSIN NETWORK
- WOMEN'S FEATURES
- SHOWMANSHIP IN PROGRAMS
- SPECIAL EVENTS IN AREA
- AGGRESSIVE MERCHANDISING
- OUTSTANDING PUBLIC SERVICE PROGRAMS
- TOP FLIGHT EXPERIENCED PERSONNEL

WJPG Starts Broadcasting TOMORROW MORNING!

WJPG inaugurates its initial daily program o
be heard on all existing radio receivers with
watt transmitter. The point of vantage is the
addition to this, stations broadcasting on a
distance in proportion to the power used.

The technical equipment of WJPG is all new
and antenna is in accordance with the most
of experience by radio engineers. This will
Bay area and all of northeastern Wisconsin

WJPG has the finest facilities and a wide ran
will measure up to the latest technical devi
teners will find the broadcast service of the
events will be emphasized which will include
sure of entertainment planned especially for

The new WJPG standard station will render
cause it will keep you informed on up-to-the
ther than that it will broadcast the activities
farm, religious and government organizatio
a character which you can truly recognize as



DOROTHY LINSSEN
Music Department



GLEN R. HOLZNECHT
Commercial Manager



VIOLET GOVIN
Music Department



ELMO REED
Chief Engineer



JANE COLEMAN
Receptionist



DONALD PARKER
Asst. Chief Engineer



EARL GILLESPIE
Sports Announcer

TUNE IN WJPG the
ON YOUR STANDA

Broadcasting 7:15 a. m. to 4



GEORGE CARLSON
Engineer



ROBERT LA LUZERNE
Engineer



LEO PANOSH
Engineer



ROLAND HENRY
Engineer



HARRY HILL
Engineer



DALE WILSON
Engineer



FRANCIS MEAD
Announcer

HE AIR FRIDAY

at the 8-TEN Spot

ON YOUR DIAL!!



JOHN TORINUS
News Editor



MILTON BELLIS
News Department

the standard or AM band which can
the radius of coverage of the new 1000
810 kilocycles is a clear channel. In
wer frequency can be heard a greater

and the installation of its transmitter
ficient principles gained through years
ovide excellent reception in the Green
even under adverse conditions.

e of coverage and its programming
which will be put into operation. Lis-
ss-Gazette much to their liking. Local
ews and sports as well as a good mea-
ll the people in this part of Wisconsin.

great service in the public interest be-
inute happenings as they occur. Fur-
nd undertakings of many civic, social,

In short it will endeavour to develop
our own Green Bay radio station.



Above is primary coverage map of WJPG non-directional signal. Perfect reception should be had this Northeastern Wisconsin Area, and under favorable broadcast conditions, the signal will penetrate far beyond this encircled map.



JOHN M. WALTER
Station Manager



JANET SKRIVSETH
News Department



RUSS WIDOE
Program Director



LARRY FITCHETT
Sales

810 SPOT
RD DIAL

15 p. m. daily

HOURS OF BROADCAST FOR PRESS-GAZETTE RADIO

WJPG	WJPG-FM
810 Kc.	101.1 Mc
(Standard Broadcast)	(Frequency Modulation)
7:15 A. M. to 4:15 P. M.	3 P. M. to 11 P. M.
DAILY	DAILY



MARY CASEY
Women's Features



BOB SMITH
Asst. Program Director



ANN WEIZENEGGER
Production-Continuity



JIM MADER
Announcer



BILL JONES
Announcer



LES STURMER
Announcer



BOB VAN ROY
Announcer



JIM WESLEY
Announcer



BOB HOULE
Announcer



IRIS TEDFORD
Traffic

Nov 26, 1954

Two Companies Plan Channel 5 TV Here

Green Bay, Twin City Firms Merge To Air New Station; Lease Transmitter

Merging of the interests of the Valley Telecasting Co. of Green Bay and the Neenah-Menasha Broadcasting Co. to operate a new television station on Channel 5 at Green Bay was announced today by the presidents of the two companies, Clayton Ewing of Green Bay and S. N. Pickard of Neenah.

It was also announced that Valley has leased the tower and transmitter house facilities of WJPG-FM, the Press-Gazette's defunct frequency modulation radio station, on Scray's Hill, southeast of De Pere.

Construction of the Channel 5 station to be known as WFRV-TV will proceed immediately upon approval of the new arrangement by the Federal Communications Commission in Washington, Ewing said.

The Neenah - Menasha Broadcasting Company now operates WNAM-TV on UHF Channel 42 at Neenah. This arrangement will eventually result in the discontinuance of Channel 42 However, it was emphasized that the operation of WNAM radio at Neenah will not be affected. Nor will it affect the operatio of WJPG, the standard broadcasting service of the Press-Gazette.

Ewing said that the acquisition of the Press-Gazette facilities and the use of equipment and facilities owned by WNAM-TV at Neenah will result in a considerable saving of time in getting Valley Telecasting's Channel 5 on the air.

He said that WFRV-TV will serve an area of more than 75 miles in radius, using a high-powered transmitter and high gain antenna. He pointed out that the location of the tower is of particular interest to the owners of the 200,000 TV sets in the area to be served since it is adjacent to the tower of WBAY-TV on Channel 2, and sets now receiving Channel 2 will also be able to view Channel 5 without modification of their antennas.

Ewing said the combined operation will also provide the Channel 5 station with studios in both Green Bay and Neenah.

Valley Telecasting has held a construction permit for a Channel 5 station here since last spring and recently was given an extension of time for construction by the FCC.